

(19) World Intellectual Property
Organization
International Bureau



(43) International Publication Date
15 September 2005 (15.09.2005)

PCT

(10) International Publication Number
WO 2005/084244 A2

(51) International Patent Classification: Not classified

Albert [US/US]; 13900 Tumberry Court, Midlothian, VA 23113 (US).

(21) International Application Number:
PCT/US2005/006234

(74) Agent: GROSS, Charles, J.; McGuire Woods LLP, 1750 Tysons Boulevard, Suite 1800, McLean, VA 22102 (US).

(22) International Filing Date: 1 March 2005 (01.03.2005)

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SM, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/548,187 1 March 2004 (01.03.2004) US

(71) Applicant (for all designated States except US): MOD-STREAM, LLC [US/US]; 1301 Battery Brooke Parkway, Richmond, VA 23237 (US).

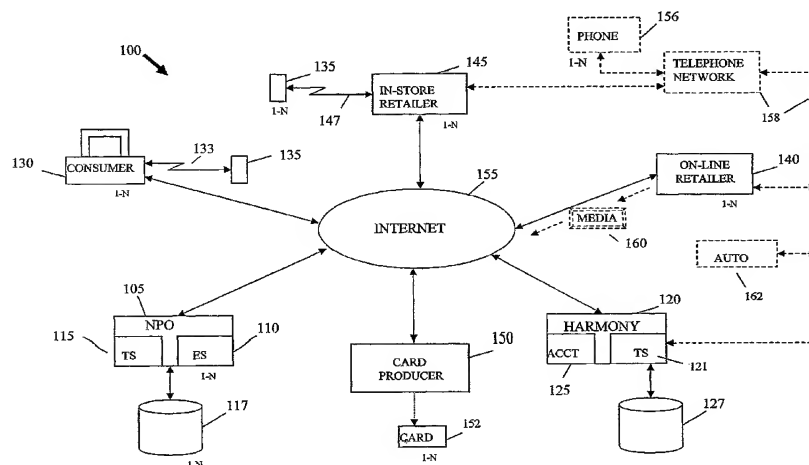
(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

(72) Inventors; and

(75) Inventors/Applicants (for US only): MACDONALD, Frederic [US/US]; 614 11th Street, Santa Monica, CA 90402 (US). HLADECEK, Joel [US/US]; 6260 West 3rd Street, Apt. 305, Los Angeles, CA 90036 (US). YOUNG,

[Continued on next page]

(54) Title: SYSTEM AND METHOD FOR FACILITATING FUND-RAISING THROUGH ONLINE DIGITAL MEDIA CONTENT SALES



(57) Abstract: A system and method for managing fund raising activities by various types of organizations through the promotion and sale of digital media content is provided. Vouchers or media cards, for redemption of songs, videos, animation, games, etc., may be provided to non-profit organizations or other organizations for subsequent sale to consumers to raise monies associate with an event or promotion. The vouchers may have an identifier that permits a consumer to redeem the voucher either on-line (e.g., a web site) or through in-store locations. The vouchers may be tracked and accounted for along the process and checks are made to determine validity of a voucher presented for redemption. When a valid voucher is redeemed, a download of the associated digital media may occur to a consumer's device. Accounting of fees received and paid to media providers and the organizations may also be provided.

WO 2005/084244 A2



Published:

— without international search report and to be republished
upon receipt of that report

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.